



IDENTIFICATION

Department	Position Title	
Industry, Tourism and Investment	Tourism Development Officer	
Position Number	Community	Division/Region
63-3330	Hay River	South Slave

PURPOSE OF THE POSITION

Under the direction of the Manager of Tourism and Parks, the Tourism Development Officer is responsible for the effective delivery of the Department's regional tourism development and marketing programs as well as regional tourism licensing and regulatory duties in the South Slave region in support of the Department's mandate aimed at developing and sustaining a healthy business community.

SCOPE

The position is in Hay River and serves the 7 communities of the South Slave Region (Fort Smith, Fort Resolution, Hay River, Hay River Dene Reserve, Enterprise, Kakisa and Fort Providence). The position contributes to the economic health and diversity of the region through the delivery of a range of tourism sector development programs and services. The demographic diversity that encompasses the region presents a wide range of developmental and service needs while presenting significant challenges in adjusting to delivery approaches. An additional challenge for the position is working within an environment that is host to a variety of organizations and individuals external to the GNWT such as; band councils, hamlets, tourism operators, special interest groups, federal parks. As stakeholders, many have different and sometimes overlapping views and interest on how to achieve tourism sector developmental goals for communities and their organization.

The tourism sector comprises a variety of industrial sectors, therefore the incumbent is required to have a sound understanding of the industries comprising the tourism sector including:

- Accommodations
- Transportation
- Food Services

- Tours and Attractions
- Travel Trade

These industries have complex interactions from the perspective of tourism and travel, and the incumbent therefore is required to have a solid grasp of how these industries in combination impact travel to, and within the NWT.

The position also entails advising the public on career paths in tourism, including options for training and skill development from both the perspectives of entrepreneurial skills and labour force development. The incumbent will also be required to deliver training programs in hospitality and customer service. Therefore, the incumbent also requires a sound understanding of the basic principles of adult learning and education.

As well the incumbent requires a sound understanding of community development theory and practice, principles of economic development and sensitivity to cultural differences of Indigenous groups in the South Slave region of the NWT. Inherent in this sphere of knowledge is a strong grasp of effective consultation theory and practice.

The skill sets required of the incumbent include:

- Group facilitation
- Basic understanding of financial statements and business plans
- Enforcement and compliance theory and practice
- Career counselling
- Marketing, market research and market segmentation
- Public Speaking and presentations
- Communicating in a cross-cultural setting
- Customer service fundamentals
- Meeting planning and logistics

Understanding and influencing people are important to this job. The incumbent will be required to persuade people who are in contravention of the Tourism Act to comply with the Act and its regulations. As well, the incumbent will be required to explain policies, programs and services of ITI to the public, certain segment of which may be hostile to the messages. Tact, diplomacy and persuasion will be required by the incumbent to obtain financial and operational information from program contribution recipients who may be unwilling to provide this information.

The incumbent is responsible for a wide range of administrative, developmental and regulatory activities and functions. This includes; assisting with the planning and delivery of a regional tourism development strategy that compliments the territorial tourism development strategies as well as local community tourism plans, management and delivery of regional tourism marketing initiatives and programs, assessing applications for tourism businesses and community organizations for various tourism development programs such as the Tourism Diversification & Marketing Program, assisting business development officers in assessing business grant/contribution applications from tourism sector businesses and,

licensing and regulatory duties pertaining to the NWT Tourism Act. The effective delivery of programs is crucial to providing an environment that will foster and enhance the ability of communities and businesses to take advantage of available opportunities within the tourism sector.

The incumbent is also responsible for planning and delivery of skill development programs for tourism businesses and community service organizations within the South Slave region. The incumbent will also plan, coordinate and deliver regularly scheduled tourism awareness outreach activities aimed to increase the visible profile of the tourism sector and opportunities to businesses, community stakeholders, and the general public.

The incumbent is responsible for facilitating community meetings on tourism development and leading processes within communities that lead to the animation of tourism activity that support goals of community economic development and wellness.

The incumbent will be required to problem solve within an environment where there is often no clear set of rules to follow. In particular, community tourism development work is characterized by functional practices and precedents; however the variable nature of different communities and their political and social structures require the incumbent to derive different solutions for different communities. These developmental challenges require analytical, interpretive, evaluative and constructive thinking to achieve the goals of community tourism development.

The work of the incumbent is governed by broadly defined practices and procedures in economic and community tourism development. These practices and procedures are performed within the context of precedents and policies of the department; however, the incumbent has broad freedom to act constrained only by the requirement to meet goals and objectives set by the manager.

RESPONSIBILITIES

1. Deliver tourism development programs and services to business sector interest, communities and stakeholders in the South Slave Region by:

- Plans, coordinates and delivers the region's tourism sector development and assistance programs and services to businesses, community governments and stakeholders;
- Consults with Community governments, Indigenous groups, Indigenous development organizations, chambers of commerce, business community, and community-based organizations concerning tourism development programs and services;
- Assists the Manager of Tourism & Parks in co-coordinating the implementation of the Departments assistance programs and services;
- Provides advisory, technical, consultative and aftercare support and assistance to tourism sector businesses and to communities and stakeholder groups on tourism development and marketing initiatives;

- Assists in developing regional strategies for enhancing tourism sector development in cooperation with businesses, community governments and stakeholder interests;
- Provides advice on tourism related economic issues and coordinates economic analyses by other departmental divisions;
- Participates in program enhancement exercises and recommend program changes to improve program delivery or to meet changing tourism sector needs;
- Coordinates and/or prepares well-developed responses for request to information from the Manager of Tourism & Parks, Regional Superintendent, clients, local governments, Indigenous and regional organizations;
- Coordinates the dissemination of information pertinent to tourism development opportunities to various regional interest groups;
- Assists in delivering the NWT Tourism marketing and industry advocacy initiatives to tourism operators, communities and stakeholders within the South Slave region;
- Organizes and leads workshops in communities and with Industry groups on specific topics related to development of the tourism sector.

2. Responsible to assess, recommend and co-ordinate the region's Tourism Division grant and contribution programs by:

- Receiving and assessing/evaluating all Tourism Division grant/contribution program applications for completeness and ensuring that they adhere to program policies and guidelines;
- Verifying that all grant/contribution program files have been properly and accurately entered into the The Exceptional Assistant TEA system, including the file support attachments;
- Initiating and processing requisitions, purchase orders, contribution payment and other financial transactions with TEA and the GNWT's financial management system, SAM;
- Reconciling program budgets between TEA and SAM to ensure all expenditures have been properly recorded;
- Ensuring all contribution financial accountabilities are provided by clients and reconciling contribution accounts to disbursements, etc.
- Ensuring all proper documentation is maintained, recorded and provided to the appropriate third parties (Dept of Finance, Financial Shared Services, etc)
- Ensuring that the information flow between headquarters, regional offices, community offices and agencies is efficient and services the needs of the clients;
- Reviewing program tracking systems to ensure that all necessary monitoring of grant/contribution program files is being maintained.

3. Plans, coordinates and delivers a wide range of tourism sector skill development and management skills workshops or seminars by:

- Consults with program officers, business and community interests to identify gaps in tourism services, product development and business/management skills with an aim to develop plans to facilitate workshops, seminars or peer-to-peer mentoring programs to remedy gaps;

- Consults with tourism businesses, community interest and ITI programs officers to identify general interest workshops or seminars aimed to develop and enhance business and management skill sets;
 - Plans, coordinates and delivers tourism sector based workshops or seminars identified in the skills gap analysis;
 - In consultation with the Manager, Tourism & Parks provides assistance to clients in assessing business environment changes/needs, specific expertise for short periods, access to business/management one-on-one training and/or coordinating a peer-to-peer mentorship.
- 4. Plans, coordinates and delivers the region's tourism sector awareness/outreach program activities to assure all businesses, community interests and stakeholders are aware of the tourism sector's economic potential and programs by:**
- Promotes the Department and Tourism & Parks division at the community level;
 - Increases awareness and public understanding of the Department's tourism development programs and services through public presentations, meetings and liaison with community organizations and the business community.
- 5. Conducts tourism licensing and related regulatory duties/responsibilities to ensure compliance with the NWT's Tourism Act by:**
- Tourism Operators Licensing:
- Providing advisory, technical and consultative advice and information to potential tourism operator applicants and to existing tourism operators on matters regarding licensing requirements and licensing process;
 - Ensuring that for new applicants or where significant operational changes are being proposed that the prerequisite consultation requirements with all affected stakeholders and appropriate agencies are undertaken;
 - Assessing possible conflicts between proposed tourism development activities and existing licensed operators at the local, regional and territorial levels;
 - On completion of review and assessment, preparing necessary documents and supporting materials to the Tourism License Administrator to facilitate the issuing of the Tourism Operator License or providing the appropriate notification of refusal.
 - Conducting appropriate review of the supporting documentation for renewal of existing licenses, ensure consistency, in operation and compliance with applicable regulations;
 - Receives and submits revenues relation to the issuance of Tourism Operator Licenses;
 - Maintains an electronic database and appropriate hardcopy files for all Tourism Operator License application and issued licenses.
- Enforcement of tourism legislation under NWT Tourism Act:
- Participating in annual inspections of tourism operations licensed under the Tourism Act in cooperation with other government agencies;

- Identifying contravention of the NWT Tourism Act and carrying out appropriate enforcement action;
- Providing written documentation in the preparation of formal changes;
- Monitoring and responding to tourism product service complaints in a timely and comprehensive manner as and when required.
- A complete understanding of the powers and limitations to these powers of a Tourism Officer appointed under the Tourism Act, how to conduct an investigation of potential violations of the Act and a thorough understanding of the legal processes leading from inspection, investigation through conviction for violations of the Tourism Act.

6. Plans, coordinates and delivers the regional tourism marketing initiatives by:

- Identifies and recommends possible joint-marketing or promotional campaigns for operators and communities in cooperation with other Regions, NWT Tourism and third-party interests, stakeholder groups and operators.
- Participates in media and travel trade FAM (familiarization) tours to ensure maximum exposure of communities and regional tourism products and attractions.
- Facilitates the development of community tourism plans and strategies, promotional activities including the design, publication and distribution of community and regional based products and services.

7. Assists in the delivery of visitor information services by providing Parks and Visitor Centre Contractors and staff with orientation programs.

- Prepares and delivers staff orientation courses tourism training and to stakeholders with respect to visitor information services;
- Provides recommendations and design concepts for interpretive programs and services in the region and follows through on development when approved.
- Coordinates and/or recommends possible joint-venture projects for the development or improvement of third party (national parks, etc) tourism resources, activities and interpretive programs.

WORKING CONDITIONS

Physical Demands

Generally minimal. During promotional events, the incumbent may have to lift, move trade show exhibits. During the development of applications, the position is subject to moderate physical fatigue from sitting for extended periods of time.

Environmental Conditions

Outside work may include travel and camping on the land in all weather and seasons, and by various means of transport: plane, road vehicle, snowmobile, boat, dog team (e.g. during product testing).

Sensory Demands

Considerable for sensory attention: research, strategic planning, interviewing applicants, training, public speaking, product evaluation, including touch and smell.

Mental Demands

Tourism development is a highly political issue from which the Tourism Development Officer is rarely protected and he/she must frequently be able to deal with adversarial situations, balancing off cool-headedness with unbiased fulfillment of duties. The position regularly travels to communities, shows, parks, visitor's facilities, and conferences which causes disruption to personal life.

KNOWLEDGE, SKILLS AND ABILITIES

- Degree in business administration, commerce or tourism.
- Familiarity with tourism and related legislation.
- Knowledge of strategic planning methods.
- Knowledge of Indigenous and non-Indigenous community consultations at a seasoned level.
- Knowledge of training techniques in Indigenous and non-Indigenous communities.
- Experience in consulting with, and advising, small businesses.
- Specialized knowledge of tourism trends, development and marketing, as well as tourism research methodology at a seasoned level.
- Familiarity with the major tourism products of the South Slave Region as well as the entire Northwest Territories.
- Computer literacy in word processing, spreadsheets and database management.
- Excellent verbal communications skills are required to exchange information, negotiate partnerships and solutions, train and carry out promotional activities that could include public speaking.
- The position requires solid written communication skills to draft reports (e.g. application assessments, strategic plans) on computer and convey information and advice to businesses, communities, and tourism associations.
- The position involves writing for a variety of audiences and must communicate with Indigenous and non-Indigenous organizations, lay people and professionals.
- Knowledge and skills in management and supervision are required to provide consulting advice and services to business.

Typically, the above qualifications would be attained by:

- Degree in Business Administration, Commerce or Tourism
- Three years related experience.
- A class five driver's license is required.

Equivalencies could include a diploma in business or resources management and four years of directly related experience.

ADDITIONAL REQUIREMENTS

Position Security (check one)

- No criminal records check required
- Position of Trust – criminal records check required
- Highly sensitive position – requires verification of identity and a criminal records check